

# **ANALISIS PENGARUH KEPEMIMPINAN DAN KOMPENSASI TERHADAP ENGAGEMENT DOSEN DAN STAF UNIVERSITAS BAKRIE**

**Dewinta Anindya <sup>1</sup>**

---

## **ABSTRAK**

Penelitian ini dilakukan untuk mengetahui pengaruh dari masing-masing variabel kepemimpinan dan kompensasi terhadap *engagement* dosen dan staf Universitas Bakrie, pengaruh kepemimpinan dan kompensasi secara bersama-sama terhadap *engagement* dosen dan staf Universitas Bakrie, sekaligus untuk mengetahui tingkat *engagement* dosen dan staf Universitas Bakrie. Variabel kepemimpinan diukur berdasarkan dimensi kepemimpinan, yaitu kharisma, inspirasi, stimulasi intelektual, serta perhatian individu. Variabel kompensasi diukur berdasarkan dimensi kompensasi, yaitu kompensasi finansial dan kompensasi non finansial. Sementara itu, tingkat *engagement* diukur menggunakan survei Q12 Gallup. Survei dilakukan dengan menggunakan kuesioner yang disebar baik secara langsung maupun *online* kepada 77 responden yang dipilih berdasarkan teknik sampling non probabilitas (*non-probability sampling*). Pengujian dilakukan dengan menggunakan analisis regresi berganda. Hasil penelitian menunjukkan bahwa masing-masing variabel kepemimpinan dan kompensasi memiliki pengaruh yang positif dan signifikan terhadap *engagement* dosen dan staf Universitas Bakrie. Variabel kepemimpinan dan kompensasi secara bersama-sama berpengaruh positif dan signifikan terhadap *engagement* dosen dan staf Universitas Bakrie. Hasil survey Q12 Gallup menunjukkan bahwa dosen dan staf Universitas Bakrie berada pada kategori *not engaged* dengan nilai *grand mean* sebesar 3.54.

Kata kunci : *Employee engagement*, Kepemimpinan, Kompensasi.

---

<sup>1</sup> Mahasiswa Program Studi Manajemen Universitas Bakrie

# ANALYSIS OF THE INFLUENCE OF LEADERSHIP AND COMPENSATION ON BAKRIE UNIVERSITY'S FACULTY AND STAFF ENGAGEMENT

Dewinta Anindya<sup>1</sup>

---

## ABSTRACT

*This research is conducted to determine the effect of each leadership and compensation variable on Bakrie University's faculty and staff engagement, the simultaneous effect of leadership and compensation on Bakrie University's faculty and staff engagement, and also to determine Bakrie University's faculty and staff engagement level. Leadership variable is measured by leadership dimension, those are charisma, inspiration, intellectual stimulation, and attention on individual. Compensation variable is measured by compensation dimension, those are financial and non financial compensation. Meanwhile, engagement level is measured by using Gallup Q12 survey. The survey is done by using questionnaire that is spread directly and virtually (online) to 77 respondents who are chosen based on non probability sampling. The testing is done by using multiple regression analysis. The result shows that each leadership and compensation variable gives positive and significant effect on Bakrie University's faculty and staff engagement level. Based on simultaneous analysis, it is known that leadership and compensation variables, altogether, give positive and significant influence on Bakrie University's faculty and staff engagement level. Meanwhile, the result of Gallup Q12 survey shows that Bakrie University's faculty and staff is in the category of not engaged with grand mean of 3.54.*

*Keywords : Employee engagement, Leadership, Compensation*

---

<sup>1</sup> Student of Universitas Bakrie, Management Major